

Order / Rev: 723445
 Alt Order #: 06384899
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACT
 Estimate: 1790

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	11/02/12	11/02/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$2,400.00		0.00			
E 4	WKYC	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	1:00	1	\$5,600.00	P-5	0.00	NM	1	\$5,600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$5,600.00		0.00			
E 5	WKYC	11/05/12	11/05/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	1:00	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,600.00		0.00			
E 6	WKYC	11/05/12	11/05/12	Early Today Early Today	CM	4a-430a	M-----	1:00	1	\$200.00	P-5	0.00	NM	1	\$200.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$200.00		0.00			
E 7	WKYC	11/05/12	11/05/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,400.00		0.00			
E 8	WKYC	11/03/12	11/03/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	1:00	1	\$7,600.00	P-5	0.00	NM	1	\$7,600.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$7,600.00		0.00			
E 9	WKYC	11/04/12	11/04/12	Sun 1230x-130x Sun 1230x-130x	CM	1230a-130a	-----S	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
ET WKD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$600.00		0.00			
E 10	WKYC	11/01/12	11/01/12	Early Today Early Today	CM	4a-430a	---T---	1:00	1	\$200.00	P-5	0.00	NM	1	\$200.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$200.00		0.00			
E 11	WKYC	11/01/12	11/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	1:00	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$2,000.00		0.00			
E 12	WKYC	11/01/12	11/01/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$2,400.00		0.00			
E 13	WKYC	10/30/12	10/30/12	Early Today Early Today	CM	4a-430a	-T-----	1:00	1	\$200.00	P-5	0.00	NM	1	\$200.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$200.00		0.00			
E 14	WKYC	10/30/12	10/30/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	1:00	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$2,000.00		0.00			
E 15	WKYC	10/30/12	10/30/12		CM	6a-7a	-T-----	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7a											
				Channel 3 News Today @ 6AM											
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-T-----		1		\$5,000.00		0.00					
E 16	WKYC	11/06/12	11/06/12	M-F 9-10a Today II	CM	9a-10a	-T-----	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
				Today Show II											
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	-T-----		1		\$2,400.00		0.00					
E 17	WKYC	10/31/12	10/31/12	Early Today	CM	4a-430a	--W----	1:00	1	\$200.00	P-5	0.00	NM	1	\$200.00
				Early Today											
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--W----		1		\$200.00		0.00					
E 18	WKYC	10/31/12	10/31/12	M-F 430a-5a	CM	430a-5a	--W----	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
				430a News											
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--W----		1		\$600.00		0.00					
E 19	WKYC	10/31/12	10/31/12	M-F 5-6p	CM	5p-6p	--W----	1:00	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
				Dr. Phil											
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--W----		1		\$4,000.00		0.00					
E 20	WKYC	10/31/12	10/31/12	M-F 9-10a Today II	CM	9a-10a	--W----	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
				Today Show II											
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--W----		1		\$2,400.00		0.00					
													Totals	20	\$46,400.00